ART EXHIBITION CATALOGUES REPUBLISHED ON MICROFICHE

Published on microfiche by:

Chadwyck-Healey Ltd
21 Bateman Street
Cambridge CB2 1NB
England

Somerset House
417 Maitland Avenue
Teaneck, NJ 07666
USA

Date of publication of master: 1977

Series: The purpose of this series is to make available those catalogues that have lasting interest through their text or their illustrations. Catalogues and cumulations of titles in the series are available from the publishers.

Serial numbers: Each title is identified by a three part serial number. The first part of the serial number designates the sales list in which the title was first announced. The second part indicates the agent of publication, i.e. the museum, gallery or organisation that was responsible for the publication of the catalogue. The third part of the serial number is the number allotted to that title.

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Technical data:

Producing laboratory: Chadwyck-Healey Ltd, Cambridge, England

General

The Flint Institute of Arts again expresses its sincere thanks to Fisher Body for its generous support of this exhibition, and to its sponsorship of the following major exhibitions organized by the Flint Institute of Arts in previous years:

1960—"American Landscape: 1760-1960"

1961—"Masterpieces in the Midwest"

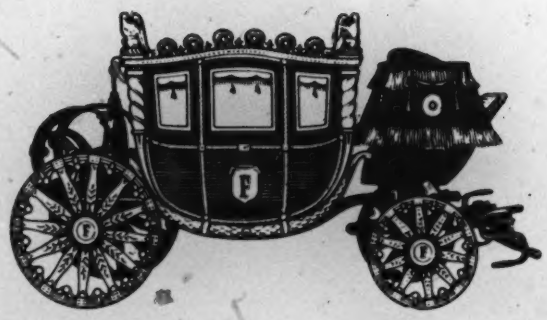
1962—"Watercolor Panorama"

1963—"Michigan Art: Yesterday and Today"

1964—"The Coming of Color"

1965—"American Sculpture: 1900-1965"

1966—"Realism Revisited"



MICHIGAN DESIGN:

A survey of Michigan's outstanding contributions in the field of industrial design.

An industrial design exhibition is rather infrequently brought into the precincts of an art museum. In addition to difficulties of installation, such a display requires an abrupt shift of gears for both museum curators and the public. The former finds it a bit unsettling to reckon with in comparison to their more customary concern with esthetics and art scholarship, while the latter is apt to get lost in the functional aspect only of the entries rather than in their design merit.

To honor Michigan designers is most fitting. The State ranks as one of the most important in the field. Its automotive design stands unrivaled in the country—if not in the world. Furniture design is a close second followed by an array of other products. The exhibition comprises work of Michigan designers conceived approximately within the past three years, and in most cases, manufactured in Michigan. The work is limited to items designed for mass production. In a few instances the designs were conceived here, but became a group effort sometimes beyond the state borders. It is hoped that the survey can become a series to review Michigan design every third year. This first exhibition falls fittingly during the celebration of Michigan Week in May.

Simplicity is a hallmark of 20th century design around the world. In the complexities of modern living this is welcome. It is equally welcome on the assembly line —and for the consumer concerned with maintenance. The early 20th century architect's war cry—"form follows function"—is also championed by today's designer. Ornamentation is found to be needless when subtlety of proportion, beauty of contour and effective color are employed. Engineering and artistic skills are often ingeniously wedded by these modern Leonardos. Streamlining effects have been praised in relation to vehicles and ridiculed in relation to immobile objects, such as a refrigerator. The integrity of design in either case settles any dispute. Like the contemporary painter and sculptor, the industrial designer is alive to the new materials at his disposal at midcentury. The exhibition shows his flair with plastics, extruded aluminum, new paints, fibers, etc.—or new uses with an old one as with disposable paper furniture.

Designers are not born, but made—as is the case with all artists. For this reason outstanding student work from five principal Michigan Industrial Design departments is also included: Cranbrook Academy of Art, Bloomfield Hills, The Society of Arts and Crafts, Detroit, Michigan State University, East Lansing, the University of Michigan, Ann Arbor, and Wayne State University, Detroit.

We wish to thank the various individuals, designers, companies, and corporations for their cooperation in assembling the exhibition. A special thank you goes to the members of the Regional Chapter of the Industrial Designers Society of America whose work comprises a major portion of the exhibition.

G. STUART HODGE
DIRECTOR

1967 Chevrolet Camaro
Chevrolet Motor Division
General Motors Corporation, Detroit

1967 Cadillac Fleetwood Eldorado
Cadillac Motor Car Division
General Motors Corporation, Detroit

Series II Tractor Shovel
Clark Equipment Company, Benton Harbor
Designer: Ford & Earl Design Associates, Warren

Disk File (Burroughs Corporation, Detroit, Mich.)
Designer: Lawrence H. Wilson Associates, Inc., Detroit

Xerox 813 Copier
Xerox Corporation, Rochester, N.Y.
The Alcoa Industrial Design Award, 1964
Certificate of Design Merit, Industrial Design Institute, 1964
Designer: Armstrong-Balmer & Associates, Birmingham

Burroughs
Burroughs

THIS FOLDOUT HAS BEEN FILMED ON MORE THAN ONE FRAME

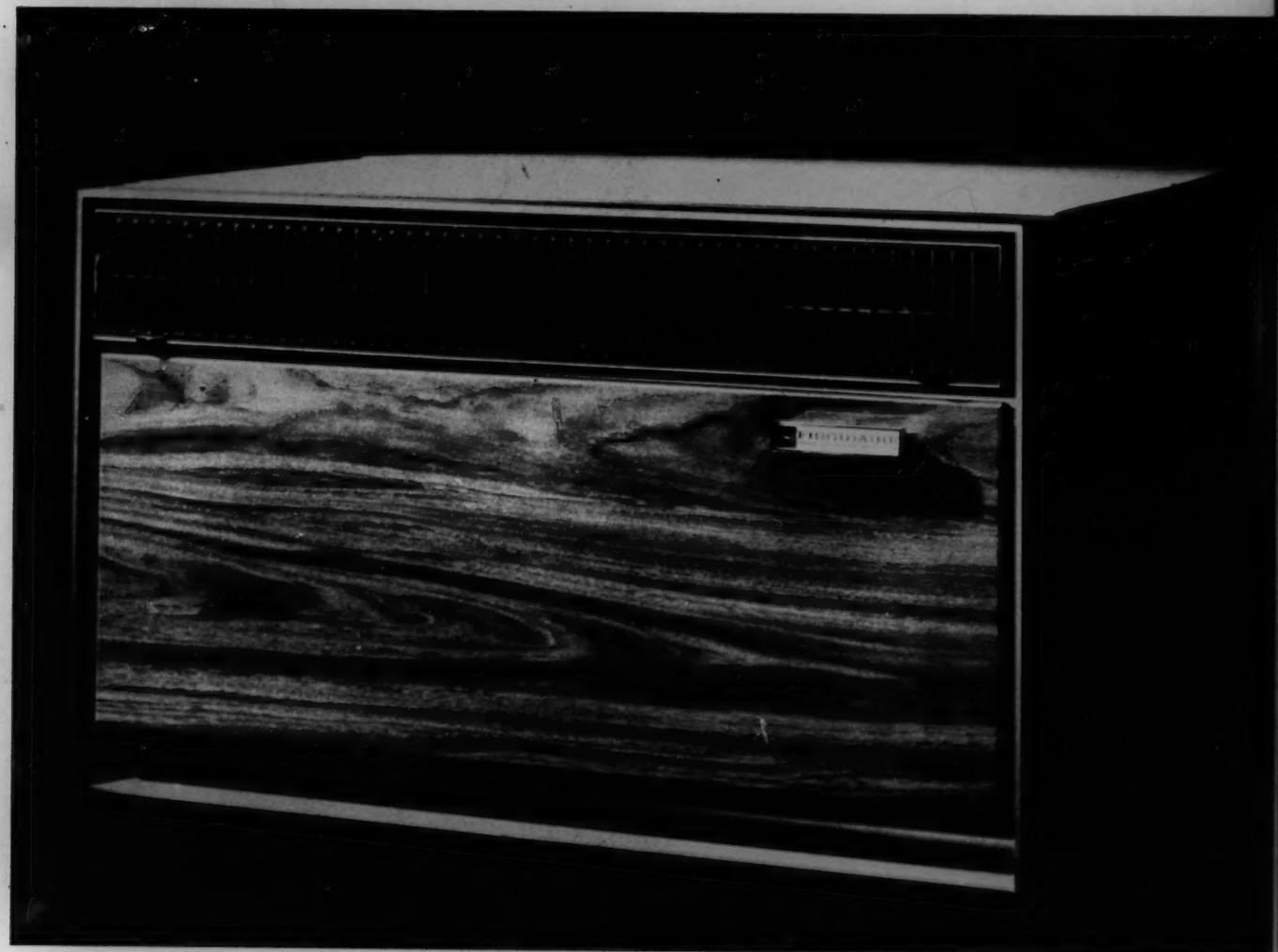
THIS FOLDOUT HAS BEEN FILMED ON MORE THAN ONE FRAME

F-28 Helicopter
R. J. Engstrom, Menominee
Designer: Engstrom Corporation

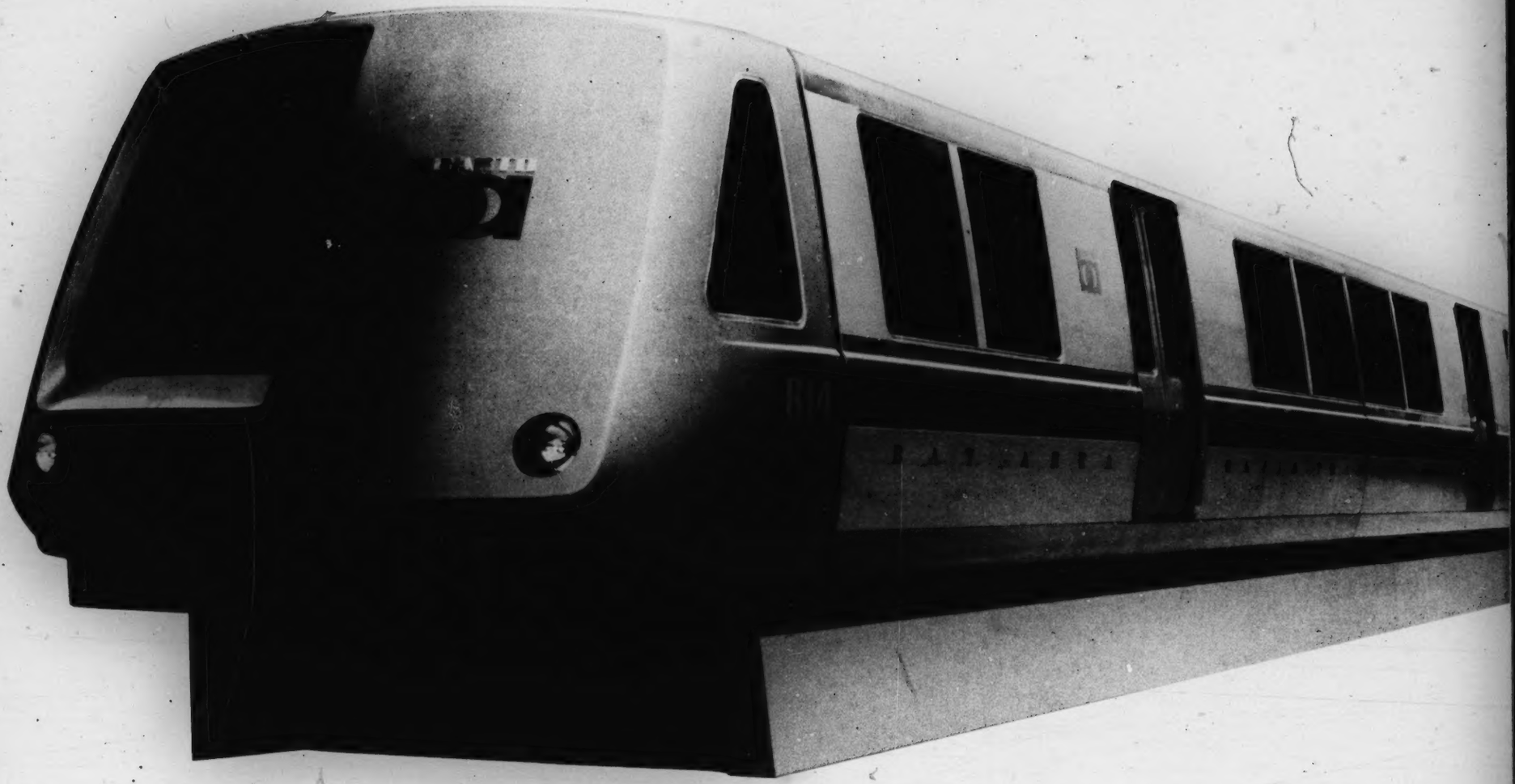
THIS FOLDOUT HAS BEEN FILMED ON MORE THAN ONE FRAME

Food Life Preserver Refrigerator
Designer: Frigidaire Studios
General Motors Styling, Warren

Prestige Room Air Conditioner
Designer: Frigidaire Studios
General Motors Styling, Warren

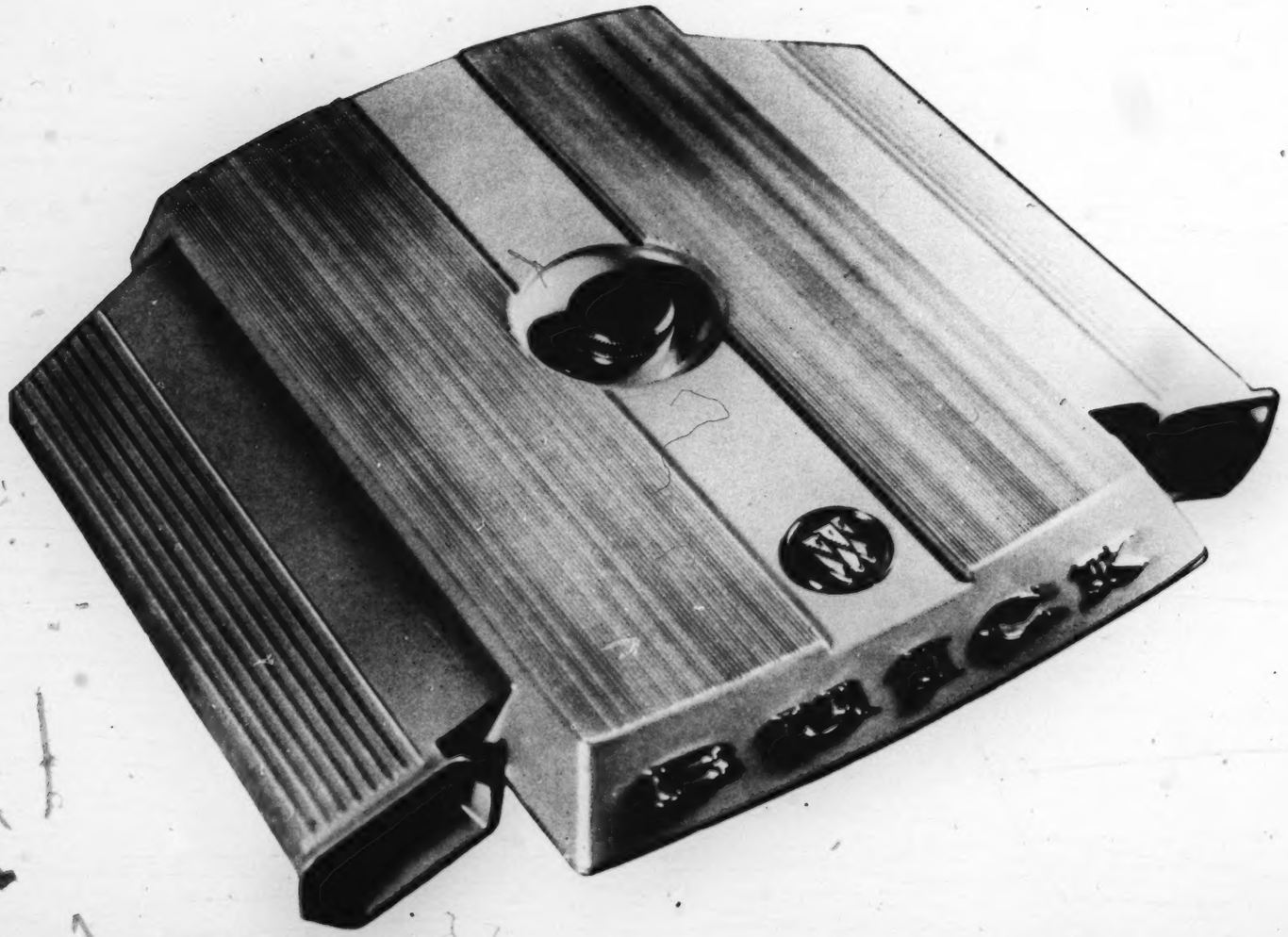


"Mr. Stowman"
Design Workshop, Inc., Detroit
Designer: John Tappert



San Francisco Bay Area Rapid Transit Vehicle
Designer: Sundberg-Ferar, Southfield

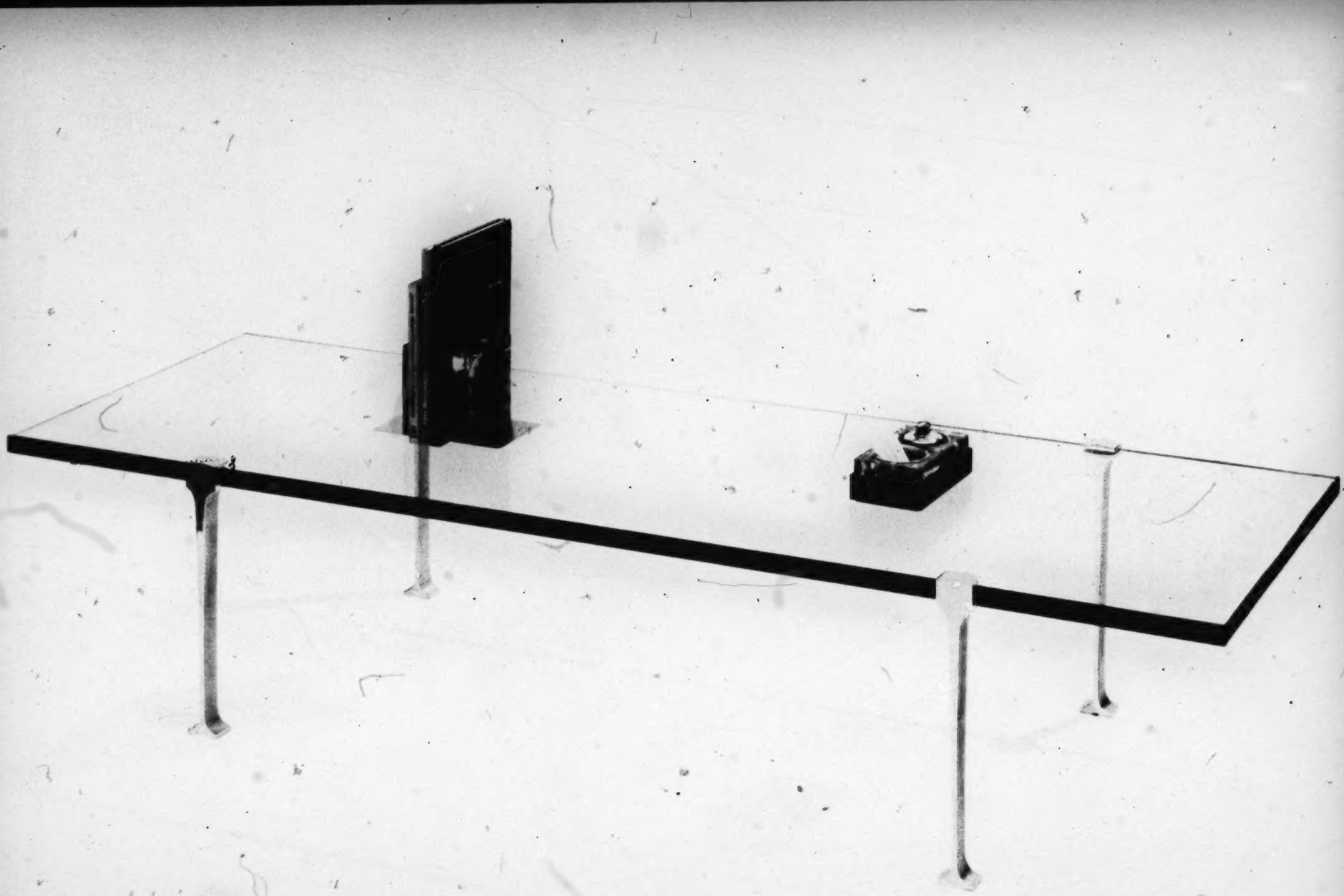
Buick GS 400 Air Cleaner
AC Spark Plug Division, General Motors Corporation, Flint



Outboard Motor, Fuel Tank
Chrysler Corporation
Designer: Armstrong-Balmer & Associates, Birmingham

Cast Iron Lavatory & Hardware
Borg-Warner Corporation, Mansfield, Ohio
Designer: Armstrong-Balmer &
Associates, Birmingham

Coffee Table, Bookends, Lighter Unit
Libbey-Owens-Ford Glass Company
Designer: William M. Schmidt Associates, Detroi



Professional I Record Changer
Designer: V-M Corporation, Benton Harbor

Omni-Accent Vertical Furniture
Visual Idea Center.
Designer: Omni, Division of Aluminum Extrusions, Inc., Charlotte

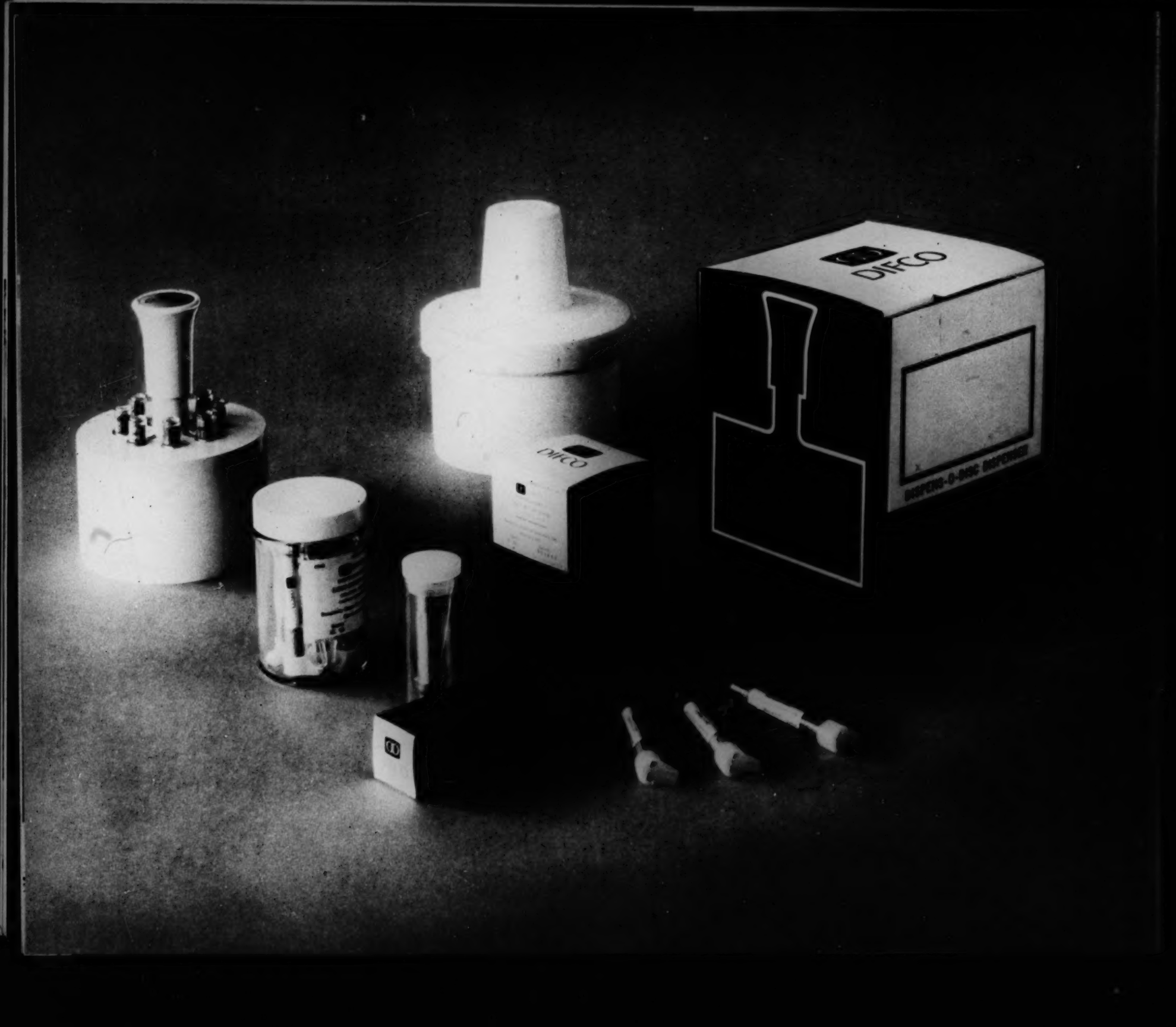
"Arthur's Round Table"
Design Workshop, Inc., Detroit
Designer: John Tappert

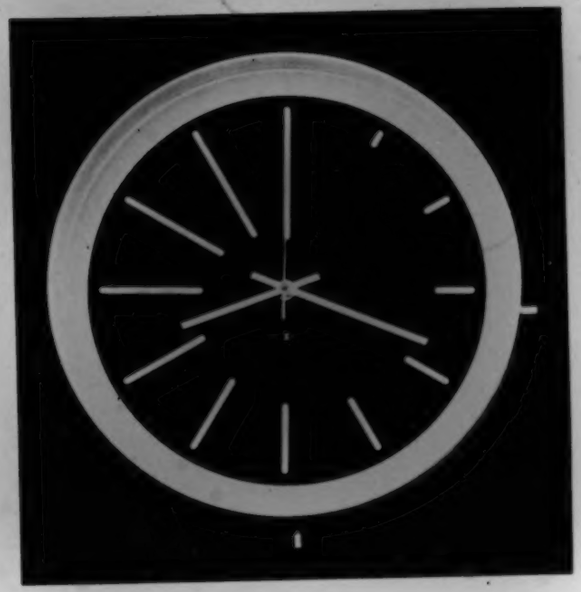
Plum Tree Pottery
Designer: John Parker Glick,
Potter, Farmington

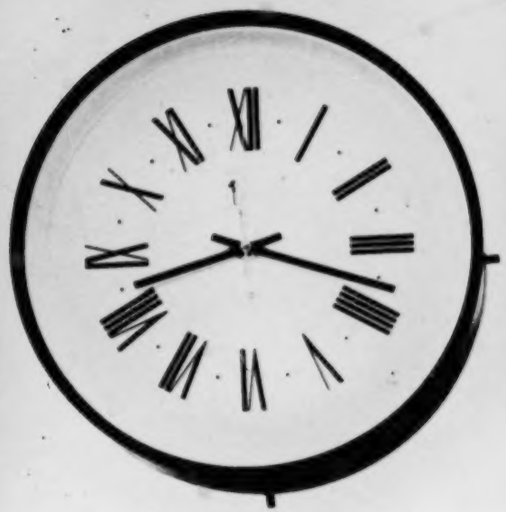
Automatic Percolator
Sunbeam Corporation
Designer: Lawrence H. Wilson Associates, Inc.,
Detroit

Table Group, Ashtrays
Brunswick Furniture
Designers: Hugh Acton, Tom Tappert, Birmingham

The Action Office
Herman Miller, Inc.
Research Division, Ann Arbor
Designers: Robert L. Propst &
George Nelson Associates


DIFCO
DIFCO
DISPENS-O-DISC DISPENSER





Clocks
Designer: Howard Miller Clock Co., Zeeland

Dispens-O-Disc
Difco Laboratories, Detroit
Designer: Ford & Earl Design Associates, Warren

AUTOMOTIVE DESIGN

1967 Buick Riviera
Buick Motor Division
General Motors Corporation, Detroit

1967 Cadillac Fleetwood Eldorado
Cadillac Motor Car Division
General Motors Corporation, Detroit

1967 Chevrolet Camaro
Chevrolet Motor Division
General Motors Corporation, Detroit

1967 Mercury Cougar
Motor Trend Car of the Year Award
Lincoln-Mercury Division
Ford Motor Company, Dearborn

Buick GS 400 Air Cleaner
AC Spark Plug Division, General Motors Corporation

Chevrolet Corvette Instrument Panel
AC Spark Plug Division, General Motors Corporation

FURNITURE

Sofa, Table Group, Ashtrays
Brunswick Furniture
Designers: Hugh Acton, Tom Tappert, Birmingham

Disposable Furniture:
Selected for USIA Pavilion, Russia
"Mr. Stowman," "Arthur's Round Table"
Design Workshop, Inc., Detroit
Designer: John Tappert

Coffee Table, Bookends, Lighter Unit
Libbey-Owens-Ford Glass Company
Designer: William M. Schmidt Associates, Detroit

The Action Office
Herman Miller, Inc.
Research Division, Ann Arbor
Designers: Robert L. Propst &
George Nelson Associates

Modular Aluminum Table
Designer: Harold Spehar, Detroit

Pinecrest Dining Table and Chairs
Divider Screen
Lee L. Woodard Sons, Inc., Owosso

Omni-Accent Vertical Furniture
Visual Idea Center
Designer: Omni, Division of Aluminum Extrusions, Inc., Charlotte

RECREATION

Outboard Motor, Indicators & Fuel Tank
Chrysler Corporation
Designer: Armstrong-Balmer & Associates, Birmingham

Tents
"Paradome," Avis Products, Madison Heights
Designer: William Moss, Ann Arbor

Super Porpoise Fiberglass Sailboat
Designer: Molded Products Co., Dowagiac

Indian Voyager Canoe
Designer: Voyager Products, Inc., Mount Clemens

Golden Eagle Target Bow
Root Archery Co., Big Rapids
Designers: Philip Grabel, Ernest Root

OFFICE EQUIPMENT

Disk File
Burroughs Corporation, Detroit, Mich.
Designer: Lawrence H. Wilson Associates, Inc., Detroit

Tower Capri Portable Typewriter
Remington Rand
Designer: Sundberg-Ferar, Southfield

Xerox 813 Copier
Xerox Corporation, Rochester, N.Y.
The Alcoa Industrial Design Award, 1964
Certificate of Design Merit, Industrial Design Institute, 1964
Designer: Armstrong-Balmer & Associates, Birmingham

GRAPHIC DESIGN

Massey-Ferguson
Designer: S. M. Highberger, Birmingham

Oakland County Planning Commission
Designer: Howard Brown, Bloomfield Hills

Liqueur Bottle, Label & Package
George M. Tiddy's & Sons, Ltd.
Designer: Ford & Earl Design Associates, Warren

Dealership Signs
Designer: Ford Motor Co., Dearborn

HOME & CONSUMER GOODS

"Delft" Kelvinator Refrigerator
"Delft" Kelvinator Range
Annual A.I.D. Int'l Design Award, 1966
American Motors Corporation
Kelvinator Division, Detroit

Tappan Electric Range
Tappan Stove Co., Mansfield, Ohio
Designer: Armstrong-Balmer & Associates, Birmingham

Cast Iron Lavatory & Hardware
Borg-Warner Corporation, Mansfield, Ohio
Designer: Armstrong-Balmer & Associates, Birmingham

Yard Man Tractor Mower
Yard Man, Inc., Jackson
Designer: Armstrong-Balmer & Associates, Birmingham

Foodamatic Preparation Center
Ronson Corporation, Ogletown, Delaware
Designer: Ford & Earl Design Associates, Warren

Dispens-O-Disc
Difco Laboratories, Detroit
Designer: Ford & Earl Design Associates, Warren

Food Life Preserver Refrigerator
WXL Clothes Washer
Prestige Room Air Conditioner
Custom Imperial Dishwasher
Designer: Frigidaire Studios
General Motors Styling, Warren

Mixmaster Hand Mixer (Sunbeam Corporation)
Automatic Percolator (Sunbeam Corporation)
Designer: Lawrence H. Wilson Associates, Inc., Detroit

Clocks
Service Module System
Designer: Howard Miller Clock Co., Zeeland

Admiral Portable Phonographs
Admiral Corporation, Chicago, Illinois
Designer: Lawrence H. Wilson Associates, Inc., Detroit

Professional I Record Changer
Designer: V-M Corporation, Benton Harbor

Regal Rugs, North Vernon, Indiana
Designer: Eleen Auvil, Romeo

Plum Tree Pottery
Designer: John Parker Glick, Potter, Farmington

J. T. Abernathy Pottery Studios
Designer: J. T. Abernathy, Ann Arbor

MISCELLANEOUS

San Francisco Bay Area Rapid Transit Vehicle
Designer: Sundberg-Ferar, Southfield

Series II Tractor Shovel
Clark Equipment Company, Benton Harbor
Designer: Ford & Earl Design Associates, Warren

F-28 Helicopter
R. J. Engstrom, Menominee
Designer: Engstrom Corporation

Teakwood Steering Wheel
Designer: Howard Miller Clock Co., Zeeland

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Architectonic, Paul Lucht, Jim Hansen

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Chuck Shepherd

Package Designs, Rick Myerchalk, Tom Hopp,
Les Bagdasarian

Care Poster, Bob Smart

Kitchen Project, Tom Hopp, Tom Sheffler

Vacuum Formed Project, Charles Dowd,
Gary Moshluk, Jerry Weigert, Tony Lapenta,
Bill Wagner

TV Project, Les Bagdasarian, Tom Molyneaux,
Carl Rea

Airplane Hanger, Bill Wagner

Paper Project, Bill Wagner (watermelon carrier)

Casting, Bill Wagner (pencil sharpener)

Autogyros, Bob Smart, Jack Crain, Jerry
Zinnebauer, Dennis Jameyfield

Junior Auto Project, Tony Olbres, Ted Polak,
David McKinnon, Jim Garvin, Chris Dowdy,
Jim Watson, Jim Orr

CRANBROOK ACADEMY OF ART

Howard Brown—Head of Design

Passenger Automobile, James Winebrenner

Graphic Design, David Hardesty

Land-Ice-Water Sail Boat, David Rieden

Recreational One-Man Snow-Mobile,
John Plessenger

A Recreational Submarine, Aryeh Lavi

A Circular Fishing Craft, Gary Howsley

Hi-Fidelity Stereo Cabinets, Thomas Dyke

MICHIGAN STATE UNIVERSITY

Robert S. Alexander, Asst. Prof./Charge
Industrial Design

Saucer Boat, Thomas Kuester

Appliance Center, Thomas Stevens

Product Analysis and Proposed Changes,
Rod Malkin, Jeff Dayne, Bob Michaluk, Phil Purdy,
Bob Mosher, Bryant Mitchell

UNIVERSITY OF MICHIGAN

Aarre K. Lahti—Professor of Industrial Design
Department of Art of the College of Architecture
& Design

Teaching Machine, Charles Tyler

Prototype for Alcohol Stove, Roger Crane

Designs for Production Marine Alcohol Stove,
Robert Siegle and Charles Tyler

Student Work Station, Roger Crane and
Robert Siegle

WAYNE STATE UNIVERSITY

Wilfred C. Becker—Associate Professor
Head of Industrial Design Program

Mini Bike, Sewing Machine, Rull Blanchard

Typewriter, Victor Koch

Telephone, George Wooldridge

Chair, Wayne Smith

Sewing Machine, Harold Spehar

Battery Charger, Vacuum Cleaner, Ronald Meyer

Vacuum Cleaner, Patio Cart, Norm Guetschoff

Automotive Illustrations, Jim Earl

Interior Illustrations, Paul Grondin

Telephone, Walter Prusaitis

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